Kickstarter Project Data Dictionary

# Original Columns

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| Column Name | Description | Data Type |
| Project ID | Unique Identifier for each project | Numerical |
| name | The name of the project | Text |
| url | The webpage of the project campaign on Kickstarter | Text |
| category | Industry category of the campaign | Text |
| subcategory | Subcategory type of the campaign | Text |
| location | The location of the campaign creator | Text |
| status | Current status (e.g., successful, live, cancelled, suspended) | Text |
| goal | Funding goal set by the campaign creator | Numerical |
| pledged | Total amount funded by backers | Numerical |
| funded percentage | Ratio of pledged amount to goal amount | Numerical |
| backers | Total number of backers | Numerical |
| funded date | The date the campaign ended | Date |
| duration | Campaign duration in days | Numerical |
| levels | Number of different reward tiers offered | Numerical |
| reward levels | Number of unique pledge levels available to backers | Numerical |
| updates | Number of updates posted by the campaign creator | Numerical |
| comments | Number of comments by backers on the campaign page | Numerical |

# Derived Columns

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| --- | --- | --- |
| Column Name | Description | Data Type |
| Average Backed Amount | Average contribution per backer (pledged ÷ backers) | Numerical |
| Goal Exceeded | True if funded percentage ≥ 1, else False | Boolean |
| Funded % | `funded percentage` formatted as a percentage | Numerical |
| Goal Exceeded new | Binary version of Goal Exceeded (1 for True, 0 for False) | Binary |
| GoalMet | 1 if pledged > goal, 0 otherwise | Binary |
| Country | Extracted from location column | Text |
| City Formatted | Concatenated city name and state abbreviation (e.g., 'Austin, TX') | Text |
| Duration Groups | Categorized duration into bins (e.g., Low, Medium, High) | Text |
| Duration (Bins) | Grouping created from Duration Groups | Text |
| Name of Month Funded | Month extracted from `funded date` (e.g., 'March') | Text |
| Month Number Funded | Numeric month value for sorting Name of Month Funded (e.g., 3 for March) | Numerical |
| Start date | Campaign start date, calculated as `funded date` minus `duration` | Date |
| Start Month Name | Month extracted from `start date` (e.g., 'February') | Text |
| Start Month Number | Numeric value of the month extracted from `start date` (e.g., 2 for February) | Numerical |